

**BEST AVAILABLE COPY**Application No. 09/723,228  
Response to 12 October 2004 Non-Final Office ActionREMARKS

Claims 1-3, 6-8, 10-13, 16-18, 21-27, 29-30, and 32-33 are pending. Claims 1 and 29 are amended to more precisely define the nature and scope of the invention. Support for the amended features of displaying an image that shows the display position and the display size of the advertisement designated by the potential buyer and the selling price on the computer terminal of the potential buyer can be found at pages 15-16 of the specification and shown in Figure 9. Therefore, no new matter has been added.

35 U.S.C. § 103

Claims 1-2, 6, 8, 10-12, 16-17, 24-25, and 29 are rejected under 35 U.S.C. § 103(a) as obvious over Gupta et al. (US 6,487,538) in view of Benson (US 6,470,079) and further in view of Namanny et al. (US 6,254,478). Claims 3, 7, and 30 are rejected under 35 U.S.C. § 103(a) as obvious over Gupta et al. in view of Benson further in view of Namanny et al. and further in view of Eldering (US 6,324,519). Claims 13 and 22-23 are rejected under 35 U.S.C. § 103(a) as obvious over Gupta et al. in view of Benson and further in view of Namanny et al. Claim 18 is rejected under 35 U.S.C. § 103(a) as obvious over Gupta et al. in view of Benson, further in view of Namanny et al. and further in view of Hill (US 5,970,471). Claim 21 is rejected under 35 U.S.C. § 103(a) as obvious over Gupta et al. in view of Benson, further in view of Namanny et al. and further in view of Feezell et al. (US 6,253,189). Claims 26 and 32-33 are rejected under 35 U.S.C. § 103(a) as obvious over Gupta et al. in view of Benson, further in view of Namanny et al., further in view of Feezell and further in view of DiCicco et al. (US 5,892,554). Claim 27 is rejected under 35 U.S.C. § 103(a) as obvious over Gupta et al. in view of Benson and further

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in view of Namanny et al. Applicant respectfully traverses these rejections. However, in order to advance the prosecution of the present application, claims 1 and 19 are amended.

Claims 1 and 29 each require the step of displaying an image and the selling price of the advertisement on the terminal computer of the potential buyer. This allows the potential buyer to alter the display size and/or the display position of the advertisement on the article while monitoring the selling price of the advertisement. Therefore the potential buyer can quickly determine the display size and the display position of the advertisement at an affordable price. This advantage cannot be achieved by a combination of the references (Gupta et al., Benson, and Namanny et al.). Further, the references do not disclose or suggest the foregoing features of the present invention. Therefore, the amended claims of the present application are submitted to be patentable over these documents. The other rejected claims depend directly from one of the amended claims. Therefore, the other rejected claims are submitted to be patentable as well. In view of the foregoing amendments, reconsideration and withdrawal of the rejections is respectfully requested.

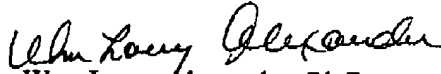
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Conclusion

In view of the foregoing, it is submitted that this application is in condition for allowance. Favorable consideration and prompt allowance of the application are respectfully requested.

The Examiner is invited to telephone the undersigned if the Examiner believes it would be useful to advance prosecution.

Respectfully submitted,

  
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